

# Africa - Kenya - 21st ISFA International Student & Career Fairs Africa Fall

04 Apr 2026 - 07 Apr 2026

## Information

Come and participate at the 21th edition of the ISFA International Student Fairs Africa, the most friendly, result driven, professional and fun event in East Africa!

We make sure that you will meet **top students** in Africa and also enjoy yourself through a pack of various activities including a **group safari and sightseeing**.

## Reasons to Attend

- Excellent proven recruitment conversion rate at the fair and after
- Good ratio of return clients
- Carefully planned and executed promotion
- Exciting socializing activities and cultural tours
- Meeting new friends and long-term partners

The exhibition will bring together students and international education providers with the focus on recruiting students for foundation, undergraduate and postgraduate levels.

Higher education has recorded strong growth in East Africa in recent years due to increased demand. The use of websites, subscribing to academic journals, use of intranet, social media and other e-learning tools have revolutionised the academic sector in East Africa.

## Market Overview

Altogether, there are about 100 universities in East Africa, both public and private, with Kenya hosting the highest number, 40.

With local Kenyan universities not being able to offer enough places for students, more students are looking into opportunities to study overseas as they also wish to improve their career prospects in the labour market after graduation.

According to University World News, 57% of 1,044 Kenyan students polled in the recent survey said that they would prefer to study in a foreign university than a local one. The number of Kenyans issued with student visas has been on the rise in recent years according to government statistics.

An increase in Kenyan schools offering A-Levels and International Baccalaureate naturally increased the number of students willing to study abroad. Those ones who obtained the Kenya Certificate of Secondary Education (KCSE) can still apply to foreign universities but most of such students choose to go for Access Courses abroad.

In the past decade Tanzania's public universities have witnessed rapid growth in enrolment. There are nearly 30 public and private universities in Tanzania. Demand for higher education is large with an estimated student population of 15,000.

According to a recent report from the Tanzania Education Sector Analysis, emphasis has been put on higher education, to adequately meet the growing demand from secondary school leavers and produce skills relevant to current and future economic growth. University enrolment has grown at an average annual rate of 30% over 2005-09.

#### **Fair Outline**

Main areas are undergraduate courses and postgraduate courses with a visible increase in interest for professional qualifications. Many foreign universities attract Kenyan students for access and foundation courses in marketing, business, management and IT.

The main subject areas are: business and finance, medicine and related sciences, IT, engineering, hotel management, humanities, law, science, MBA, and distant learning.

**This year, ISFA are also donating to the [Mara Meru Cheetah](#) project, if you would like to donate 5 Euros from your booking towards the charity, please mention this in the comments section of your invoice.**

#### **Visitor numbers :**

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#### **Nairobi 2,500**

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	15%	Postgraduate	35%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	15%				

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#### **Mombasa 600**

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	15%	Postgraduate	30%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	15%				

# Exhibitors

## Who should attend

Universities  
Summer schools  
Student service providers  
Publishers  
Professional bodies  
Language schools  
Hotel management schools  
Government bodies  
Gap year organisations  
Funding & scholarship providers  
Education agencies  
Colleges  
Business schools  
Boarding schools

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning
- Secondary education (boarding)
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

### Subject Areas

- Visual & creative arts
- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages

- Humanities
- Health & medicine
- Engineering
- Education & teaching
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

## Prices & Booking

### Nairobi 04 Apr 2026

*Sarit Expo Centre*

- Working Space | €2600.00 [Book Now](#)

### Mombasa 07 Apr 2026

*TBC*

- Working Space | €1800.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# Morocco Tour ( together with Tunisia) - International Student Fairs - Fall 2025

17 Nov 2025 - 20 Nov 2025

## Information

We invite you attend the International Education Morocco Tour with additional leg in Tunis ( Tunisia, please book it separately). We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

## Reasons to Attend

Market Overview

Fair Outline

Visitor numbers :

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Rabat 750

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	5%	Postgraduate	3%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

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Casablanca 3,120

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	3%	Postgraduate	5%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

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Fez 3,120

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	3%	Postgraduate	5%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

Exhibitors

Who should attend

Universities  
Summer schools  
Student service providers  
Publishers  
Language schools  
Hotel management schools  
Gap year organisations  
Colleges  
Business schools  
Boarding schools

## **Levels & Subjects**

### **Academic Levels**

- Language learning
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

### **Subject Areas**

- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Engineering
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

## **Prices & Booking**

**Rabat 17 Nov 2025**

*Hotel de Rabat*

- Working Space | €2250.00 [Book Now](#)

## **Casablanca 18 Nov 2025**

*Hotel Marriott*

- Working Space | €2250.00 [Book Now](#)

## **Fez 20 Nov 2025**

*TBC*

- Working Space | €2250.00 [Book Now](#)

[BOOK FULL TOUR](#)